To: DDA:MSMAIL=RJRWS/RJRPO4/KERIGAJ; O=RJREM; P=WSX400; A=RJR; C=US
From: Orourke, Rory
Posted: 9/15/96 18:54
Opened: 9/16/96 18:54
Subject: Salem POS

Attached is the POS list you requested.

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Oconnor, Lori

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Source: https://www.industrydocuments.ucsf.edu/docs/fsgy0000

September 15, 1996

To: Jack Kerigan

From: Rory O'Rourke
ROM New York Metro Region - 1200

As you requested, listed below are the POS/PDI needs for the first 6 months to re introduce Salem in the New York City Market

	Qty Needed	Item
POS	16,000	Small display channel strip
	33,200	Large paster (no pricing)
	7,550	24" pkg merchandiser card (two-sided w/pricing)
	5,600	19" package merchandiser card (two-sided w/pricing)
	15,300	Dump bin riser card
	23,600	Large pricing starburst
	900	Horizontal transparency (15 x 49)
	1,150	19" package merchandiser transparency
	700	24" package merchandiser transparency
	1,900	20-column overhead pkg merchandiser transparency
PDI	9,750	Counter change mat
	7,800	18" x 36" pricing banner
	3,225	18" x 60" pricing banner
	28,500	Door window decal
	9,250	Push/pull sign
	11,350	Metal wall sign (22" high x 15" wide)
	7,750	Business hours door decal
	700	Curb mount sign
	825	1' wide newspaper rack
	680	3' wide newspaper rack

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Source: https://www.industrydocuments.ucsf.edu/docs/fsgy0000